



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Franklin, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	57.5%	Population		31,220	31,125
Salt of the Earth	7.8%	Households		12,386	12,376
Heartland Communities	7.8%	Families		8,948	8,857
Rural Bypasses	7.8%	Median Age		38.6	40.4
Home Town	6.0%	Median Household Income		\$31,643	\$34,860

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	\$1,227.24	\$15,200,566
Men's	45	\$223.72	\$2,770,966
Women's	43	\$406.23	\$5,031,516
Children's	55	\$228.21	\$2,826,592
Footwear	39	\$187.13	\$2,317,831
Watches & Jewelry	52	\$116.27	\$1,440,078
Apparel Products and Services ¹	52	\$65.69	\$813,583
Computer			
Computers and Hardware for Home Use	52	\$108.52	\$1,344,181
Software and Accessories for Home Use	47	\$13.67	\$169,311
Entertainment & Recreation	61	\$2,260.53	\$27,998,939
Fees and Admissions	45	\$277.74	\$3,440,083
Membership Fees for Clubs ²	47	\$78.87	\$976,882
Fees for Participant Sports, excl. Trips	43	\$49.20	\$609,350
Admission to Movie/Theatre/Opera/Ballet	43	\$64.68	\$801,087
Admission to Sporting Events, excl. Trips	47	\$28.43	\$352,145
Fees for Recreational Lessons	44	\$56.22	\$696,291
Dating Services	59	\$0.35	\$4,328
TV/Video/Sound Equipment	57	\$816.83	\$10,117,240
Community Antenna or Cable TV	62	\$460.63	\$5,705,420
Televisions	49	\$143.71	\$1,779,998
VCRs, Video Cameras, and DVD Players	59	\$19.64	\$243,273
Video Cassettes and DVDs	57	\$37.26	\$461,551
Video Game Hardware and Software	56	\$20.14	\$249,471
Satellite Dishes	80	\$0.89	\$11,080
Rental of Video Cassettes and DVDs	56	\$28.52	\$353,204
Streaming/Downloaded Video	38	\$0.31	\$3,802
Sound Equipment ³	48	\$102.56	\$1,270,333
Rental and Repair of TV/Radio/Sound Equipment	54	\$3.16	\$39,108
Pets	73	\$320.92	\$3,974,943
Toys and Games	61	\$90.59	\$1,122,023
Recreational Vehicles and Fees ⁴	90	\$391.59	\$4,850,258
Sports/Recreation/Exercise Equipment ⁵	59	\$127.34	\$1,577,284
Photo Equipment and Supplies ⁶	59	\$75.46	\$934,614
Reading ⁷	56	\$160.06	\$1,982,494
Food	59	\$4,888.79	\$60,552,532
Food at Home	60	\$2,936.30	\$36,369,027
Bakery and Cereal Products	61	\$410.42	\$5,083,469
Meat, Poultry, Fish, and Eggs	61	\$747.03	\$9,252,672
Dairy Products	61	\$338.02	\$4,186,722
Fruit and Vegetables	55	\$458.33	\$5,676,836
Snacks and Other Food at Home ⁸	61	\$982.51	\$12,169,328
Food Away from Home	57	\$1,952.49	\$24,183,505
Alcoholic Beverages	48	\$288.92	\$3,578,568
Nonalcoholic Beverages at Home	64	\$281.76	\$3,489,867



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	37	\$376.93	\$4,668,609
Vehicle Loans	69	\$3,989.91	\$49,419,021
Health			
Nonprescription Drugs	72	\$81.84	\$1,013,618
Prescription Drugs	73	\$415.16	\$5,142,121
Eyeglasses and Contact Lenses	65	\$50.05	\$619,975
Home			
Mortgage Payment and Basics ⁹	51	\$4,661.87	\$57,741,939
Maintenance and Remodeling Services	50	\$1,028.34	\$12,737,001
Maintenance and Remodeling Materials ¹⁰	76	\$317.85	\$3,936,904
Utilities, Fuel, and Public Services	64	\$2,935.40	\$36,357,920
Household Furnishings and Equipment			
Household Textiles ¹¹	54	\$75.70	\$937,647
Furniture	48	\$317.19	\$3,928,694
Floor Coverings	52	\$50.83	\$629,527
Major Appliances ¹²	64	\$192.24	\$2,381,055
Housewares ¹³	50	\$47.82	\$592,257
Small Appliances	62	\$21.73	\$269,188
Luggage	42	\$4.26	\$52,822
Telephones and Accessories	47	\$20.17	\$249,768
Household Operations			
Child Care	47	\$193.42	\$2,395,732
Lawn and Garden ¹⁴	64	\$273.09	\$3,382,526
Moving/Storage/Freight Express	51	\$26.92	\$333,487
Housekeeping Supplies ¹⁵	63	\$481.38	\$5,962,315
Insurance			
Owners and Renters Insurance	68	\$332.34	\$4,116,386
Vehicle Insurance	61	\$857.77	\$10,624,296
Life/Other Insurance	66	\$376.87	\$4,667,932
Health Insurance	67	\$1,351.16	\$16,735,523
Personal Care Products ¹⁶	58	\$252.27	\$3,124,620
School Books and Supplies ¹⁷	51	\$60.61	\$750,665
Smoking Products	75	\$339.54	\$4,205,572
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	65	\$3,334.07	\$41,295,798
Gasoline and Motor Oil	69	\$1,736.58	\$21,509,337
Vehicle Maintenance and Repairs	59	\$590.42	\$7,312,917
Travel			
Airline Fares	43	\$179.89	\$2,228,082
Lodging on Trips	53	\$224.73	\$2,783,502
Auto/Truck/Van Rental on Trips	41	\$15.78	\$195,498
Food and Drink on Trips	53	\$250.32	\$3,100,508

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.